

IN THE CLAIMS

1 – 42. cancel

43 (new). A method of processing a complaint, comprising:
at a computer, receiving from a complainer, problem circumstances relating to a prior transaction with a target party and a remedy desired from the target party,
automatically comparing, at the computer, the problem circumstances with stored business rules previously created by the target party to determine if the desired remedy is acceptable to the target party, and

when the comparison indicates that the desired remedy is acceptable to the target party, automatically, by the computer on behalf of the target party, advising the complainer that the desired remedy will be provided by the target party.

44 (new). The method of claim 43, wherein at least one of the stored business rules specifies, for a problem type, at least one acceptable remedy.

45 (new). The method of claim 44, wherein when a problem type has at least two acceptable remedies, the business rules specify a precedence ordering for the acceptable remedies.

46 (new). The method of claim 43, wherein the problem circumstances and desired remedy are defined during a complaint preparation phase, and further comprising automatically providing, from the computer to the complainer, a stored text paragraph previously created by the target party at a designated point in the complaint preparation phase.

47 (new). The method of claim 43, wherein the problem circumstances include emotional detail information of the complainer.

48 (new). The method of claim 47, further comprising automatically summarizing, by the computer, the emotional detail information to generate emotional state information as part of the problem circumstances.

49 (new). The method of claim 43, wherein the problem circumstances and desired remedy are defined during a complaint preparation phase, and further comprising automatically providing advisory information to the complainer during the complaint preparation phase.

50 (new). The method of claim 49, wherein the advisory information is selected in accordance with the problem circumstances.

51 (new). A method of processing a complaint, comprising:
at a computer, receiving from a complainer, problem circumstances relating to a prior transaction with a target party and a remedy desired from the target party,
automatically comparing, at the computer, the problem circumstances with stored business rules previously created by the target party to determine if the desired remedy is acceptable to the target party, and

when the comparison indicates that the desired remedy is not acceptable to the target party, automatically, by the computer on behalf of the target party, providing a remedy offer to the complainer in accordance with the stored business rules.

52 (new). The method of claim 51, wherein at least one of the stored business rules specifies, for a problem type, at least one acceptable remedy, and wherein the acceptable remedy is provided as the remedy offer.

53 (new). The method of claim 52, wherein when multiple acceptable remedies are specified in the stored business rules, the remedy offer includes the multiple acceptable remedies.

54 (new). The method of claim 51, further comprising automatically providing, from the computer to the complainer, a stored text paragraph previously created by the target party with the remedy offer.

55 (new). The method of claim 51, wherein the complainer provides the problem circumstances and desired remedy to a website during an interaction session with the website, and wherein the remedy offer is provided to the complainer during the interaction session with the website.

56 (new). A method of processing a complaint, comprising:
at a computer, receiving from a complainer, problem circumstances relating to a prior transaction with a target party and a remedy desired from the target party,
automatically comparing, at the computer, the problem circumstances with stored business rules previously created by the target party to determine if the desired remedy is acceptable to the target party,

when the comparison indicates that the desired remedy is acceptable to the target party, automatically, by the computer, providing the desired remedy to the complainer, and

when the comparison indicates that the desired remedy is not acceptable to the target party, automatically, by the computer, offering a remedy in accordance with the stored business rules that, when accepted by the complainer, is provided by the computer to the complainer.

57 (new). The method of claim 56, wherein at least one of the parameters of the offered remedy can be negotiated by the complainer with the computer.

58 (new). The method of claim 58, wherein the offered remedy is a refund or credit.

59 (new). The method of claim 56, wherein the problem circumstances and desired remedy are defined during a complaint preparation phase, and further comprising automatically providing, from the computer to the complainer, a stored text paragraph previously created by the target party at a designated point in the complaint preparation phase.

60 (new). The method of claim 56, wherein the problem circumstances include emotional detail information of the complainer.

61 (new). The method of claim 60, further comprising automatically summarizing, by the computer, the emotional detail information to generate emotional state information as part of the problem circumstances.

62 (new). The method of claim 56, wherein the problem circumstances and desired remedy are defined during a complaint preparation phase, and further comprising automatically providing advisory information to the complainer during the complaint preparation phase.

63 (new). The method of claim 62, wherein the advisory information is selected in accordance with the problem circumstances.